



Nu Skin Expands and Repackages ageLOC® Tru Face® Line, Setting a New Standard for Sustainable Skincare

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PROVO, Utah--(BUSINESS WIRE)--Jun. 25, 2025-- Nu Skin Enterprises Inc. (NYSE: NUS), a global beauty and wellness company, is breathing new life into its iconic ageLOC® Tru Face® line with a relaunch that merges high-performance skincare with planet-friendly innovation. The refreshed line now features upgraded, more sustainable packaging designed to reduce environmental impact — cutting down on waste, lowering carbon emissions and embracing a refillable system that puts conscious beauty front and center.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250625017051/en/>



The Tru Face skincare line from Nu Skin

This repackaging initiative is part of the brand's broader sustainability goals. By the end of 2025, Nu Skin anticipates that based on estimated global sales, its refill packaging systems will save 515,000

pounds (257.5 tons) of glass and plastic, while also eliminating 572 tons of emissions each year, compared to its prior single-use glass packaging. These innovative design choices reflect a growing commitment to circular economy principles and conscious consumerism.

"Our relaunch of Tru Face reflects Nu Skin's deep commitment to both scientific innovation and environmental stewardship," said Ryan Napierski, Nu Skin president and CEO. "We're proud to deliver effective, clinically backed solutions while empowering our customers to make more sustainable choices every day."

The Tru Face collection delivers visible firming, smoothing and contouring benefits now paired with an environmentally conscious design to reflect Nu Skin's ongoing commitment to eco-conscious luxury. Key highlights of the upgraded packaging include refillable systems and packaging made from recycled materials.

- **ageLOC® Tru Face® Transforming Gel Cream:** This clinically proven gel cream targets the sources of aging while deeply hydrating and smoothing skin. In just two weeks, 100% of users reported more hydrated skin with improvements in radiance, softness and reduced lines.
- **ageLOC® Tru Face® Refining Toner:** A new addition to the ageLOC® Tru Face® line, this toner gently exfoliates while boosting hydration. In four weeks, users in our in-house clinical study saw up to 47% improvement in tone evenness and 45% boost in hydration.
- **ageLOC® Tru Face® Line Corrector:** Now made with 35% recycled material.
- **ageLOC® Tru Face® Essence Ultra Rich Cream:** Now available in a luxury refillable cartridge system with a durable outer shell and recyclable inner cartridge, designed to reduce single-use plastic and extend the product lifecycle.
- **ageLOC® Tru Face® Peptide Retinol Complex:** Formulated with AI-enhanced, clinically proven peptide technology, this facial serum delivers rapid results in a gentle formula. Packaged in a mono-material pump system with a refill cartridge made from 100% recycled materials designed to minimize carbon emissions and waste.
- **ageLOC® Tru Face® Future Serum:** Uses a refill system that reduces packaging waste by 72% per refill and an estimated annual packaging waste by 53%; the inner bottle is made from 100% recycled material, avoiding an estimated 56 tons of carbon emissions per year compared to our prior packaging based on projected global annual sales.
- **ageLOC® Tru Face® Essence Ultra (TFEU):** A serum featuring powerful dissolvable beads housed in a reusable jar. The refill pouch is only 3.4 grams (31 times lighter than the glass jar) and has reduced packaging material use by 96.8%. The use of TFEU refills save an estimated 11.8 tons of glass annually, with beads that fully dissolve in water to eliminate waste.
- **ageLOC® Tru Face® Radiant Day:** A lightweight daily SPF lotion that now uses 24% recycled materials.

The Tru Face® line is now available at www.nuskin.com. New packaging updates will be released over the next several months.

About Nu Skin Enterprises

The Nu Skin Enterprises Inc. (NYSE: NUS) family of companies includes [Nu Skin](#) and [Rhyz Inc.](#) Nu Skin is an integrated beauty and wellness company, powered by a dynamic affiliate opportunity platform, which operates in nearly 50 markets worldwide. Backed by 40 years of scientific research, the company's products help people look, feel and live their best with brands including Nu Skin® personal care, Pharmanex® nutrition and ageLOC® anti-aging, which includes an award-winning line of beauty device systems. Formed in 2018, Rhyz is a synergistic ecosystem of consumer, technology and manufacturing companies focused on innovation within the beauty, wellness and lifestyle categories.

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Media: media@nuskin.com, (801) 345-6397

Investors: investorrelations@nuskin.com, (801) 345-3577

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